

Message Text

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DRAFTED BY COM/BEWT/TPD/562/LUNKOVIC/LWH

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P 161904Z APR 75

FM SECSTATE WASHDC

TO AMEMBASSY BERLIN PRIORITY

AMEMBASSY BUDAPEST

AMEMBASSY BUCHAREST

UNCLAS STATE 087041

BERLIN FOR BLOCH; BUDAPEST FOR BACHMAN; BUCHAREST FOR CLARK

E.O. 11652: N/A

TAGS: BEXP, GE, RO, CZ

SUBJECT: CHEMICAL AND PETROCHEMICAL PROCESSING EQUIPMENT
AND TECHNOLOGY BUSINESS DEVELOPMENT OFFICE AND TECHNICAL
SALES SEMINAR.

1. DELAYS IN RECEIVING FINAL MARK ON USDOC/BEWT FY'76
BUDGET HAVE FORCED DELAYS ON ACTION FOR FY '76 PROGRAM.
ALTHOUGH BUDGET NOT YET FINALIZED, BEWT BELIEVES ACTION
MUST BE INITIATED IN ANTICIPATION OF FUNDING.

2. USDOC/BEWT REVISED TRADE PROMOTION SCHEDULE TO
REFLECT RECOMMENDATIONS DEVELOPED AT COMMERCIAL OFFICERS
CONFERENCE. BUREAU NOW PROPOSES TO ORGANIZE SEVEN-MEMBER
TECHNICAL SALES SEMINAR ON CHEMICAL AND PETROCHEMICAL
PROCESSING EQUIPMENT AND TECHNOLOGY IN SEPTEMBER 1975. THE
ANTICIPATED ITINERARY IS LEIPZIG, BUDAPEST, AND BUCHAREST.
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THE LEIPZIG VISIT WILL COINCIDE WITH ANNUAL FALL FAIR AT

WHICH THE USDOC/BEWT WILL SPONSOR A BUSINESS DEVELOPMENT OFFICE. THE BUSINESS DEVELOPMENT OFFICE WILL ALSO STRESS CHEMICAL AND PETROCHEMICAL PROCESSING EQUIPMENT AND TECHNOLOGY.

3. USDOC/BEWT POLLED U.S. INDUSTRY AND DETERMINED THAT SUBSTANTIAL SUPPORT FOR THIS EVENT EXISTS. DESK MARKET RESEARCH HAS MORE THAN CONFIRMED STRENGTH OF THEME IN

TARGET MARKETS.

4. THE LEIPZIG BUSINESS DEVELOPMENT OFFICE WILL BE ORGANIZED IN A MANNER SIMILAR TO SUCCESSFUL MARCH PROJECT. EMBASSY BERLIN SHOULD USE ITS DISCRETION AS TO WHETHER IT PREFERS A BDO LARGE ENOUGH TO USE FOR SEMINAR SESSIONS OR TO USE PUBLIC FACILITIES ELSEWHERE ON FAIRGROUNDS FOR SEMINAR. ROOM WOULD HAVE TO BE LARGE ENOUGH TO ACCOMMODATE 100 PERSONS. USDOC/BEWT WOULD APPRECIATE SEEING COST COMPARISONS.

5. COMMENTS FROM THE EMBASSIES AS TO TIMING, THEME, AND BEST LOCATION FOR SEMINAR IN EACH COUNTRY ARE REQUESTED.

6. EMBASSIES BUCHAREST AND BUDAPEST ALSO REQUESTED TO ASCERTAIN SPECIFICALLY THAT INTEREST DOES OR DOES NOT EXIST FOR SEMINAR AND WHETHER THE EVENT MIGHT BE, REPEAT MIGHT BE, SANCTIONED, ENDORSED OR SPONSORED BY RESPONSIBLE ORGANIZATIONS. RESPONSES SHOULD GIVE NAME AND POSITION OF OFFICIAL CONTACTED. EMBASSIES ARE REQUESTED TO SOLICIT SUPPORT FOR PROPOSED SEMINAR WITHOUT COMMITTING U.S. GOVERNMENT TO STAGING SEMINAR. KISSINGER

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